RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108
Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

June 13, 1997

RJR Account #044880
Mr. P. Martin
A. D. BEDELL

SALEM TEAR TAPE PROMOTION #701147: JULY AND AUGUST 1997

Dear Page:

SALEM .30¢ tear tape product has been ordered, as well as 6 SKUs of 40-Pack Displays (Item #530123 @ 1/SKU) to pack and ship the above promotion to your participating retail accounts as identified on the attached Customer List. This Promotion will be delivered in two separate drive periods; July and August. Utilize the same Customer List for each drive period. New Displays will not be shipped with the August drive period (see enclosed Retailer Letter).

Display Detail / Item #530123

SKU CUBE:	0.4890
SKU WT (w/o Product):	1.4480 lbs
Retail Sales Offers per Sku:	40 units
Billing per Sku:	4 Full Price Cartons

R. J. Reynolds' sales personnel will issue .30¢/pack payment to retailers at store level. RJR will reimburse you $14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to $28.00 (2 (12M) case(s) @ $14.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

THE ATTACHED CUSTOMER LIST SHOULD BE RETAINED AND UTILIZED FOR AUGUST DISTRIBUTION OF SALEM .30¢ PROMOTIONAL PRODUCT.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: C. Alessandra
Enc. Retailer Letter
Retail Customer List

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

SALTAPE.DOC

51862 3010

Source: https://www.industrydocuments.ucsf.edu/docs/qrym0000

JULY DELIVERY
SALEM TEAR TAPE
A. D. BEDELL

July Drive Period 707 / Promotion #701147

PROMOTION DESCRIPTION: *EACH DISPLAY CONTAINS 40 .30¢ OFF PER PACK OFFERS (4 CARTONS). PACK AND SHIP ONE (1) DISPLAY, ALONG WITH ANY ADDITIONAL PRODUCT REQUIRED, AS INDICATED ON THE ATTACHED CUSTOMER LIST.*

DISPLAY LOAD (4 CARTONS):
1 CARTON EACH:
SALEM FULL FLAVOR
SALEM LIGHT
SALEM FULL FLAVOR 100
SALEM LIGHT 100

RETAILER NEEDS TO MAINTAIN SALEM 40-PACK DISPLAY FOR AUGUST DRIVE PERIOD (INCLUDE A COPY OF THE ENCLOSED 'RETAILER LETTER' IN EACH DISPLAY SHIPPED TO RETAIL)

UPC Code	SALEM BRAND STYLE	#/ (6M) Cases @ .30¢ Off
12300-12039	*Full Flavor*	1
12300-12439	*Light*	1
12300-12239	*Full Flavor 100*	1
12300-12539	*Light 100*	1

Product / Premium Arrival: June 30, 1997
Ship Date to Retail: Week of: July 14, 1997

EFT $ Amount: $1,431.29
Non-EFT $ Amount: $N/A

R. J. REYNOLDS' SALES PERSONNEL WILL ISSUE .30¢ / PACK PAYMENT TO RETAILERS AT STORE LEVEL.

JULY DELIVERY

51862 3011

Source: https://www.industrydocuments.ucsf.edu/docs/qrym0000

AUGUST DELIVERY
SALEM TEAR TAPE
A. D. BEDELL

August Drive Period 707 / Promotion #701147

PROMOTION DESCRIPTION: *UTILIZE THE JULY CUSTOMER LIST TO SHIP THE APPROPRIATE NUMBER OF SALEM $3.00 OFF / CARTONS PER BRAND STYLE AS INDICATED. RETAILER WILL LOAD PRODUCT INTO THE 40-CARTON DISPLAY WHICH WAS SHIPPED WITH JULY DRIVE PERIOD.*

UPC Code	SALEM BRAND STYLE	#/ (6M) Cases @ .30¢ Off
12300-12039	*Full Flavor*	1
12300-12439	*Light*	1
12300-12239	*Full Flavor 100*	1
12300-12539	*Light 100*	1

Product Arrival: August 4, 1997

(No Displays will be shipped)

Ship Date to Retail: Week of: August 18, 1997

EFT $ Amount: $1,431.29
Non-EFT $ Amount: $N/A

R. J. REYNOLDS' SALES PERSONNEL WILL ISSUE .30¢ / PACK PAYMENT TO RETAILERS AT STORE LEVEL.

AUGUST DELIVERY

51862 3012

Source: https://www.industrydocuments.ucsf.edu/docs/qrym0000

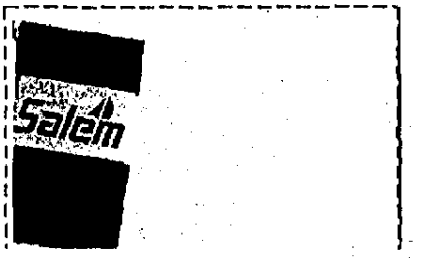
RETAIL CUSTOMER LIST / SALEM TEAR TAPE .30¢

51862 3013

ACCT	FULL NAME	ADDRESS	CITY	ST	ZIP	VAP WHLSR	VAP WHLSR NAME	SUPP NO	Number of Cartons To be Shipped SALEM FF	LT	FF 100	LT 100	TOTAL NO. OF STORES (DISPLAYS)
357342	THE HUB	501 W MAIN ST	SMETHPORT	PA	16749	44880	A. D. BEDELL CO.	0	7	7	7	7	1
764502	McKINLEY'S MARKET	439 WILLARD ST	JAMESTOWN	NY	14701	44880	A. D. BEDELL CO.	0	1	1	1	1	1
543714	LANES CITGO	306 S. MAIN STREET	SHEFFIELD	PA	16347	44880	A. D. BEDELL CO.	917609	2	2	2	2	1
566942	SMITTY'S COASTAL	ROUTE 6, BOX 6	GAINES	PA	16921	44880	A. D. BEDELL CO.	941856	1	1	1	1	1
705264	BP SHOP	CENTER & NORTH STREET	ST MARYS	PA	15857	44880	A. D. BEDELL CO.	0	1	1	1	1	1
714927	CARTERS CONVENIENCE	304 PENN AVENUE EAST	WARREN	PA	16365	44880	A. D. BEDELL CO.	0	8	8	8	8	1
							A. D. BEDELL CO. Total		20	20	20	20	6

Source: https://www.industrydocuments.ucsf.edu/docs/qrym0000

RJR TOBACCO



To All RJR Retail Partners

RETAILER LETTER

SALEM .30¢ OFF / PACK

$3.00 OFF / CARTON

- THE 40-PACK DISPLAY BEING SHIPPED TO YOU FROM YOUR WHOLESALER FOR SALEM PROMOTED PRODUCT IS TO BE MAINTAINED FOR USE WITH SALEM PROMOTIONS FOR JULY AND AUGUST 1997.
- YOUR WHOLESALER WILL SHIP .30¢ OFF/ PACK AND $3.00 OFF/ CARTON PROMOTED PRODUCT ON A MONTHLY BASIS THROUGH YEAR END 1997. THIS PROMOTED PRODUCT IS TO BE PLACED INTO THE 40-PACK DISPLAY.
- *R. J. REYNOLDS'* SALES PERSONNEL WILL ISSUE .30¢ PER PACK PAYMENT FOR THIS PRODUCT AT STORE LEVEL.

AS ALWAYS, THANK YOU FOR YOUR ASSISTANCE IN THE MARKETING OF OUR PRODUCTS. IF YOU HAVE ANY QUESTIONS REGARDING THIS SHIPMENT PLEASE CONTACT YOUR RJR REPRESENTATIVE.

ROU #1610

51862 3014

Source: https://www.industrydocuments.ucsf.edu/docs/qrym0000

GHCP18RN1610XX TEMPORARY PAYMENT DETAIL REPORT 07/14/97

ACCOUNT NUMBER: 044880
VOUCHER NUMBER: 15360631
DATE WRITTEN: 07/14/97
STATUS: PAID
AMOUNT PAID: 28.00

A.D. BEDELL
PO BOX 349
SALAMANCA , NY 14779

SEND CHECK TO: ROU

DESCRIPTION	UNITS	AMOUNT
'97 VAP PK & SHP	2.00	28.00

EXPLANATION: SALEM TEAR TAPE #701147: JULY/AUGUST/C. ALESSANDRA

51862 3015

Source: https://www.industrydocuments.ucsf.edu/docs/qrym0000